

Message Text

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PAGE 01 CARACA 14583 171927Z
ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W
----- 048216 /66
R 171525Z DEC 76
FM AMEMBASSY CARACAS
TO SECSTATE WASHDC 6024

UNCLAS CARACAS 14583

E.O. 11652: N/A
TAGS: BPRO, VE
SUBJ: FOREIGN LICENSING OPPORTUNITY: ITT AMERICAN
ELECTRIC STREET LIGHTING EQUIPMENT: OPPORTUNITY NO. 11-76-084

REF: STATE A-5491, NOVEMBER 11, 1976

1. EMBASSY HAS CONTACTED A TOTAL OF TEN VENEZUELAN LIGHTING PRODUCTS MANUFACTURERS AND HAS DISCUSSED THE LOCAL MARKET SITUATION WITH THE APPROPRIATE GOVERNMENT AUTHORITIES. OF THE TEN FIRMS CONTACTED, ONLY ONE EXPRESSED INTEREST IN DISCUSSING DETAILS AND TERMS WITH ITT.

2. THERE ARE SEVERAL REASONS FOR THE LIMITED LEVEL OF LOCAL INTEREST. ONE IS THE COMPETITIVE FACTOR. THERE IS ALREADY SUBSTANTIAL LOCAL PRODUCTION OF STREET LIGHTS. SECONDLY, AGENCIES OF THE GOV WOULD BE THE PRINCIPAL BUYER. AS THESE GOV AGENCIES ARE EXEMPT FROM THE PAYMENT OF IMPORT DUTIES, THEY HAVE MORE LEEWAY IN IMPORTING ITEMS PRODUCED LOCALLY, DEPENDING ON THEIR COST OR PERFORMANCE CRITERIA. THIS MEANS THAT A LOCAL LICENSEE MIGHT HAVE DIFFICULTIES IN REACHING OR MAINTAINING NECESSARY ECONOMIES OF SCALE.

3. THE FIRM LISTED BELOW IS A DIVISION OF A LOCAL COMPANY WHICH MANUFACTURES DOMESTIC LIGHTING FIXTURES, FLUORESCENT LIGHTING FIXTURES, AND IS A DISTRIBUTOR FOR A VARIETY OF IMPORTED ELECTRICAL PRODUCTS AND COMPONENTS. THE FIRM IS ONE OF THE FEW
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IN ITS FIELD WITH A NON-FERROUS CASTING CAPABILITY. THE FIRM IS:
ILUVECA
QUINTA LEJANIA
CALLE CALIFORNIA, LAS MERCEDES
CARACAS 106, VENEZUELA
ATTN: MR. F. STRAZZERA, PDT.

ENGLISH-LANGUAGE CORRESPONDENCE IS ACCEPTABLE TO MR. STRAZZERA.
VAKY

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 17 DEC 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976CARACA14583
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760465-0698
From: CARACAS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19761230/aaaaazzx.tel
Line Count: 64
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE A-5491
Review Action: RELEASED, APPROVED
Review Authority: schwenja
Review Comment: n/a
Review Content Flags:
Review Date: 22 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 JUN 2004 by hattaycs>; APPROVED <30 AUG 2004 by schwenja>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FOREIGN LICENSING OPPORTUNITY: ITT AMERICAN ELECTRIC STREET LIGHTING EQUIPMENT: OPPORTUNITY NO. 11-76-084
TAGS: BPRO, VE
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006